

## AMENDMENTS TO THE CLAIMS

1-25. (Canceled)

26. (Currently amended) A computer-based method for dynamically incorporating advertisements into a video game defined by gaming code that is executing on a game client system, comprising:

while the gaming code is executing and the game is being played:

receiving over a network and storing on the game client system at least one advertisement, each advertisement having a content and at least one advertisement attribute;

detecting an advertising tag associated with a game object that is presented to a game player, wherein the advertising tag defines criteria for an advertisement to be associated with the game object;

determining, by the game client system, if an advertisement attribute of a stored advertisement matches one or more criteria defined by the detected advertising tag; and

~~if it is determined that no stored advertisement has an advertisement attribute that matches one or more criteria defined by the advertising tag, transmitting a request for an advertisement having one or more advertisement attributes that match the criteria defined by the advertising tag; and~~

if it is determined that an advertisement attribute of a stored advertisement matches one or more criteria defined by the advertising tag, inserting the content of the matching advertisement into the video game by presenting the content as part of the game object.

27. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines a desired age group, and wherein an advertisement is inserted into the

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video game in response to an age group attribute of the advertisement being within the desired age group criterion of the advertising tag.

28. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines a genre which indicates a desired subject matter for the advertisement, and wherein an advertisement is inserted into the video game if a genre attribute of the advertisement matches the genre criterion of the advertising tag.

29. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines a type which indicates a desired format for the content of the advertisement, and wherein an advertisement is inserted into the video game if a type attribute of the advertisement matches the type criteria of the advertising tag.

30. (Previously presented) The method of Claim 29, wherein the desired format is one of the group consisting of static images, animated images, program code, audio files, and video files.

31. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines scheduling information, and wherein an advertisement is inserted into the video game if a scheduling attribute of the advertisement matches the scheduling criterion of the advertising tag.

32. (Previously presented) The method of Claim 26, wherein the game client system continuously exchanges data over a communication link with an advertising server.

33. (Previously presented) The method of Claim 26, further comprising:  
collecting quality data representing the manner and duration of the insertion of the content into the game as presented; and

transmitting the quality data.

34. (Previously presented) The method of Claim 33, wherein the quality data comprises a measure of pixel-hours for which the content was presented.

35. (Previously presented) The method of Claim 33, wherein the quality data comprises a hit count, and wherein the hit count is calculated on the game console by:

measuring a time for which and a screen size at which the content is presented; and  
incrementing the hit count if the time or screen size meet thresholds.

36. (Previously presented) The method of Claim 26, further comprising, upon detecting that the game player has interacted with the presented content, modifying an interactive game behavior of a game object.

37. (Currently amended) A computer-based method for operating an ad server that delivers advertisements to a game client system, each advertisement having a content and at least one advertisement specification, the method comprising:

establishing a communication link with the game client system that is running a video game;

~~transmitting to the game client system at least one advertisement, each advertisement having a content and at least one advertisement specification;~~

receiving from the game client system a request for an advertisement, the request defining one or more desired criteria;

retrieving at least one advertisement having an advertisement specification that matches the one or more desired criteria; and

transmitting the at least one retrieved advertisement to the game client system over the communication link.

38. (Previously presented) The method of Claim 36, wherein the ad server and the game client system continuously exchange data over the communication link.

39. (Previously presented) The method of Claim 36, further comprising receiving quality data from the game client system, the quality data representing the manner and duration of an insertion of the content of an advertisement into the game as presented.

40. (Previously presented) The method of Claim 38, wherein the quality data comprises a measure of pixel-hours for which the content was presented.

41. (Previously presented) The method of Claim 38, wherein the quality data comprises a hit count, and wherein the hit count is calculated on the game console by:

measuring a time for which and a screen size at which the content is presented; and

incrementing the hit count if the time or screen size meet thresholds.

42. (Currently amended) A computer-readable storage medium having stored thereon instructions that, when executed by a processor in a game client system, cause the game client system to execute a method for dynamically incorporating advertisements into a video game defined by gaming code, the method comprising:

while the gaming code is executing and the video game is being played:

receiving over a communication link and storing on the game client system at least one advertisement, each advertisement having a content and at least one advertisement specification;

detecting an advertising tag associated with a game object that is presented to a game player, wherein the advertising tag defines criteria for an advertisement to be associated with a game object;

determining if an advertisement specification of one of the received advertisements matches one or more criteria defined by the detected advertising tag; and

~~if it is determined that no stored advertisement has an advertisement specification that matches one or more criteria defined by the advertising tag, transmitting a request for an advertisement having an advertisement specification that matches the criteria defined by the advertising tag; and~~

if it is determined that an advertisement specification of a stored advertisement matches one or more criteria defined by the advertising tag, inserting the content of the matching advertisement into the game by presenting the content as part of the game object.

43. (Currently amended) A computer-readable storage medium having stored thereon instructions that, when executed by a processor in an advertising server, cause the advertising server to execute a method for operating the ad server to deliver advertisements to a game client system, each advertisement having a content and at least one advertisement specification, the method comprising:

establishing a communication link with the game client system that is running a video game;

~~transmitting to the game client system at least one advertisement, each advertisement having a content and at least one advertisement specification;~~

receiving from the game client system a request for an advertisement, the request defining one or more desired criteria;

retrieving at least one advertisement having an advertisement specification that matches the one or more of the desired criteria; and

transmitting the at least one retrieved advertisement to the game client system over the communication link.